

| POPULATION TOTAL     | 1990 CENSUS | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|----------------------|-------------|-------------|----------------|----------------|
| MASSACHUSETTS        | 6,016,425   | 6,349,097   | 6,451,860      | 6,610,791      |
| MEDIAN AGE (YRS)     |             | 36.6        | 37.6           | 38.9           |
| BOSTON, MA           | 5,686,021   | 6,057,826   | 6,178,337      | 6,368,401      |
| MEDIAN AGE (YRS)     |             | 36.2        | 37.3           | 38.7           |
| HISPANICS (ANY RACE) |             | 363,877     | 390,281        | 433,646        |
| STATE'S PERCENTAGE   |             | 6.01%       | 6.32%          | 6.81%          |

| POPULATION BY RACE      | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|-------------------------|-------------|----------------|----------------|
| WHITE                   | 5,174,035   | 5,230,133      | 5,323,576      |
| MSA'S PERCENTAGE        | 85.41       | 86.34          | 87.88          |
| MEDIAN AGE (YRS)        | 37.7        | 38.9           | 40.6           |
| BLACK/AFRICAN-AMERICAN  | 302,331     | 318,362        | 337,659        |
| MSA'S PERCENTAGE        | 4.99        | 5.26           | 5.57           |
| MEDIAN AGE (YRS)        | 29.6        | 30.2           | 31.1           |
| AMERICAN INDIAN/NATIVE  | 13,297      | 14,656         | 16,708         |
| MSA'S PERCENTAGE        | 0.22        | 0.24           | 0.28           |
| MEDIAN AGE (YRS)        | 30.1        | 29.8           | 29.8           |
| ASIAN                   | 235,669     | 255,539        | 287,586        |
| MSA'S PERCENTAGE        | 3.89        | 4.22           | 4.75           |
| MEDIAN AGE (YRS)        | 29.9        | 30.8           | 33.0           |
| HAWAII/PACIFIC ISLANDER | 2,224       | 2,321          | 2,685          |
| MSA'S PERCENTAGE        | 0.04        | 0.04           | 0.04           |
| MEDIAN AGE (YRS)        | 29.2        | 29.0           | 29.4           |
| OTHER                   | 196,276     | 215,284        | 242,555        |
| MSA'S PERCENTAGE        | 3.24        | 3.55           | 4.00           |
| MEDIAN AGE (YRS)        | 24.4        | 25.1           | 26.3           |

| POPULATION BY LOCALITY | 2003 ESTIMATED | 2008 PROJECTED |
|------------------------|----------------|----------------|
| URBAN                  | 1,894,067      | 1,930,177      |
| SUBURBAN               | 4,135,543      | 4,279,704      |
| RURAL                  | 148,727        | 158,520        |

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| INCOME                          | 2003 ESTIMATED    | 2008 PROJECTED    |          |
|---------------------------------|-------------------|-------------------|----------|
| HOUSEHOLD MEDIAN                | \$58,764          | -----             |          |
| PER CAPITA                      | \$29,866          | -----             |          |
| EXPENDITURES                    | 2003 ESTIMATED    | 2008 PROJECTED    | % CHANGE |
| TOTAL EXPENDITURES              | \$116,080,944,000 | \$145,356,846,000 | 25.22%   |
| FOOD AT HOME TOTAL              | \$13,135,035,300  | \$15,001,665,400  | 14.21%   |
| FOOD AWAY FROM HOME TOTAL       | \$12,702,038,800  | \$15,669,973,200  | 23.37%   |
| FOOD AS % OF TOTAL EXPENDITURES | 22.26%            | 21.10%            | -----    |
| FOOD AT HOME                    | 2003 ESTIMATED    | 2008 PROJECTED    | % CHANGE |
| MEATS (ALL TYPES)               | \$2,680,365,000   | \$3,095,411,400   | 15.48%   |
| FISH & SEAFOOD PRODUCTS         | \$316,483,300     | \$357,435,500     | 12.94%   |
| FRUITS & VEGETABLES             | \$1,578,573,700   | \$1,773,331,700   | 12.34%   |
| DAIRY PRODUCTS                  | \$1,490,934,100   | \$1,695,398,800   | 13.71%   |
| BAKERY PRODUCTS                 | \$1,546,877,900   | \$1,712,218,700   | 10.69%   |
| CEREALS & PRODUCTS              | \$737,846,900     | \$862,069,800     | 16.84%   |
| PREPARED FOODS                  | \$1,842,078,500   | \$2,126,909,300   | 15.46%   |
| JUICES                          | \$452,722,500     | \$511,575,600     | 13.00%   |
| FOOD AWAY FROM HOME             | 2003 ESTIMATED    | 2008 PROJECTED    | % CHANGE |
| BREAKFAST & BRUNCH              | \$808,095,900     | \$1,106,134,500   | 36.88%   |
| FAST FOOD                       | \$359,881,400     | \$477,876,900     | 32.79%   |
| FULL SERVICE                    | \$448,214,600     | \$628,257,700     | 40.17%   |
| LUNCH                           | \$2,917,429,700   | \$3,590,205,200   | 23.06%   |
| FAST FOOD                       | \$1,722,967,000   | \$2,069,587,700   | 20.12%   |
| FULL SERVICE                    | \$1,194,462,800   | \$1,520,617,500   | 27.31%   |
| DINNER                          | \$4,711,614,800   | \$5,923,834,500   | 25.73%   |
| FAST FOOD                       | \$1,636,203,200   | \$1,974,857,100   | 20.70%   |
| FULL SERVICE                    | \$3,075,411,600   | \$3,948,977,400   | 28.40%   |

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| FOOD AT HOME EXPENDITURES     | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
|-------------------------------|----------------|----------------|----------|
| <b>MEATS</b>                  |                |                |          |
| MEATS (ALL TYPES)             | \$1,126        | \$1,243        | 10.39%   |
| POULTRY                       | \$394          | \$436          | 10.66%   |
| EGGS                          | \$55           | \$59           | 7.27%    |
| <b>FISH &amp; SEAFOOD</b>     |                |                |          |
| FRESH                         | \$82           | \$88           | 7.32%    |
| FROZEN                        | \$30           | \$35           | 16.67%   |
| CANNED                        | \$21           | \$21           | 0.00%    |
| <b>FRUITS / VEGETABLES</b>    |                |                |          |
| FRESH                         | \$488          | \$527          | 7.99%    |
| CANNED                        | \$75           | \$84           | 12.00%   |
| FROZEN                        | \$77           | \$79           | 2.60%    |
| OTHER                         | \$23           | \$22           | -4.35%   |
| <b>DAIRY PRODUCTS</b>         |                |                |          |
| FRESH MILK & CREAM            | \$181          | \$194          | 7.18%    |
| CHEESE                        | \$173          | \$179          | 3.47%    |
| ICE CREAM                     | \$104          | \$112          | 7.69%    |
| BUTTER / MARGARINE            | \$54           | \$65           | 20.37%   |
| <b>BAKERY PRODUCTS</b>        |                |                |          |
| BREAD & PRODUCTS              | \$520          | \$552          | 6.15%    |
| COOKIES                       | \$90           | \$94           | 4.44%    |
| CRACKERS                      | \$40           | \$42           | 5.00%    |
| <b>CEREALS &amp; PRODUCTS</b> |                |                |          |
| CEREALS                       | \$172          | \$183          | 6.40%    |
| PASTA PRODUCTS                | \$63           | \$73           | 15.87%   |
| FLOUR & MIXES                 | \$35           | \$42           | 20.00%   |
| RICE                          | \$40           | \$48           | 20.00%   |
| <b>PREPARED FOODS</b>         |                |                |          |
| SNACKS/CHIPS                  | \$130          | \$151          | 16.15%   |
| JUICES                        | \$190          | \$205          | 7.89%    |
| FROZEN/PREP. OTHER            | \$97           | \$112          | 15.46%   |
| SOUPS                         | \$70           | \$82           | 17.14%   |
| SAUCES & GRAVIES              | \$67           | \$66           | -1.49%   |
| BABY FOOD                     | \$47           | \$51           | 8.51%    |
| FROZEN MEALS                  | \$40           | \$45           | 12.50%   |
| NUTS                          | \$32           | \$34           | 6.25%    |
| SALADS                        | \$31           | \$37           | 19.35%   |

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